



BIKE SHARE

June 1 - June 30, 2017 Report Tempe



GRID Bike Share is Operated By:



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SYSTEM SNAPSHOT

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	96	30
Active Bikes (averaged over the month)	878	NA
Trips		
Total Trips	5,182	2,082
Trips Per Day (average)	173	69
Utilization Rate (trips per bike per day)	.19	.23
Active Members		
Total Membership	15,116	N/A
Monthly/Yearly Plans	599	N/A
Pay-As-You-Go & 7 Day Plan	14,517	N/A
Revenue		
Total Revenue	\$14,723	\$3,945.20
Maintenance/Customer Service Activity		
Total CS Cases Created	119	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately, membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

Table 2 - New/Total Active Members
(Full System)

Membership Type	New Sign Ups	Total Active Members
Student	23	157
Monthly	42	204
Annual	0	203
Other	2	35
Pay As You Go	602	14,215
7 Day Pass	105	302
TOTAL	774	15,116

Trips

Table 3 - Cumulative Trips Per Day of the Week June 2017 (Tempe Only)

M	T	W	Th	F	Sa	Su
310	278	292	370	366	243	246

Table 4 - Trip Initiation Method (Tempe Only)

Mobile	115
Keypad (manually entered)	1920
Keypad (member card)	40
Website	7

Table 5

	June (Full System)	YTD	Tempe Only	YTD
Total Trips Taken	5,182	29,585	2,082	3,216
Total Miles Ridden	9,015mi	53,128mi	4,393mi	7,302
Avg Trip Distance (miles)	1.7mi	1.9mi	2mi	2.3mi
Avg Trip Time (minutes)	22min	26min	25min	28.5min
Avg Weekday Trips	177	153	73	63
Avg Weekend Trips	339	391	61	65
Holds	273	1,813	N/A	N/A
Ended out of Hub	400	2,510	186	290
Ended out of System Area	4	33	1	1

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds in Tempe is only displayed as a part of the “full system.”

Table 6 - Trip Stats by Member Type
(Full System)

Member Type	June Trips	%	Trips YTD	% YTD
Pay-as-you-go	2,158	42%	13,125	44%
7 Day Pass	485	9%	2,665	9%
Annual	316	6%	2,706	9%
Monthly	747	14%	4,907	17%
Student	1,363	26%	5,331	18%
Other	113	2%	851	3%
TOTAL	5,182		29,585	

Table 7 - Trip Stats by Member Type
(Tempe Only)

Member Type	June Trips	%	Trips YTD	% YTD
Pay-as-you-go	715	34%	1,274	40%
7 Day Pass	306	15%	465	14%
Annual	18	1%	25	1%
Monthly	368	18%	509	16%
Student	650	31%	902	28%
Other	25	1%	41	1%
TOTAL	2,082		3,216	

Friday, June 2 was the highest day for regional ridership with a total of 273 trips taken. For trips originating in the Tempe service area, Tuesday, June 6 was the top day for ridership with 92 trips taken.

Station Performance

Table 8 – Regional Station Performance

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
T20 Tempe Center for the Arts	413	M106 Main St / Country Club Dr	9
T27 McAllister Ave / Apache Blvd	368	P159 Sherman St / 3rd Ave.	9
T14 College Ave / University Dr	366	T22 Baseline Rd / Priest Dr	9
P127 Central Ave / Roosevelt St	363	M103 Centennial Way / 1st St (Library)	6
P106: 1st St / Washington St (Sponsored by SRP)	358	T07 Smith-Martin / Apache Blvd	4
P129 5th St / Roosevelt St	320	M101 University Dr / Center St (Mesa Amphitheater)	2
P110 Van Buren St & 1st Ave	314	M110 2nd St / Hobson	2
T17 Tempe Beach Park	303	M109 Main St / Horne	0
P124 3rd St / Taylor St	289	M111 Broadway / Olive	0
T26 McAllister Ave / Terrace Rd	251	T23 Escalante Center	0

Table 9 - Tempe Station Performance

Station Name	In	Out	Total	Low [%]	Full [%]
T20 Tempe Center for the Arts	211	202	413	0	1.59
T27 McAllister Ave / Apache Blvd	178	190	368	0	0
T14 College Ave / University Dr	186	180	366	0	18.01
T17 Tempe Beach Park	150	153	303	0	0
T26 McAllister Ave / Terrace Rd	133	118	251	0	0
T16 Apache Blvd / Rural Rd	124	106	230	0	0.29
T11 University Dr / Mill Ave	118	111	229	0	2.48
T31 6th St / Mill Ave	116	104	220	0	1.55
T24 Westside Center	117	98	215	0.02	7.24
T02 3rd St / Mill Ave	71	63	134	1.18	0
T13 College Ave / Apache Blvd	62	63	125	0	3.02
T03 Rural Rd / University Dr	45	58	103	0	0
T18 Neil Giuliano Park	51	45	96	0	0
T28 Rio Salado Pkwy / Mill Ave	43	52	95	0	0
T25 Veterans Way / University Dr	37	42	79	0	0
T19 Kiwanis Park	35	34	69	0	0
T01 5th St / Forest Ave	34	33	67	0	0
T04 Apache Blvd / Dorsey Ln	30	34	64	0	0
T10 Washington St / Priest Dr	31	33	64	0	0
T15 8th St / Dorsey Ln	30	29	59	0	0
T29 Tempe Town Lake Marina	27	29	56	0	0
T05 McClintock Rd / Apache Blvd	21	22	43	0	0.1
T12 Rural Rd / Southern Ave	27	16	43	0	1.33
T06 McClintock Dr / Rio Salado Pkwy	17	11	28	0	4.92
T30 Evelyn Hallman Park	12	13	25	0	0
T09 Washington St / Center Parkway	5	11	16	2.04	0
T08 Apache Blvd / Price Rd	4	11	15	0	0
T22 Baseline Rd / Priest Dr	4	5	9	0	0
T07 Smith-Martin / Apache Blvd	2	2	4	0	0
T23 Escalante Center	0	0	0	0	0

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	360,621	770,139	175,720	221,760
Carbon Offset	7,950 lbs	16,978 lbs	3,865 lbs	4,877 lbs

*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO₂ per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

Table 11 - System-Wide Operations Data

Average number of bikes in service each day	878
Bikes inspected in field	2,887
Bicycles repaired	189
Average bike repair time	20 Min
Bikes lost or stolen	0
Graffiti Cleaned	1

Out of Station Lock-Ups in Tempe

Of the 2,082 trips started in the Tempe system area in June, 121 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, the Cornerstone Plaza, Adelphi Student Housing, Tempe Marketplace and the Safeway located at Rural and Broadway.

Table 12 - Reported Repairs/Issues (Full System)

	Type of Issue	June	YTD
1	Shifting/Pedaling	48	68
2	Other	41	83
3	Lock	8	17
4	Flat Tire	28	70
5	Keypad	11	19
6	Seat	3	12
7	Brakes	11	12
8	Lighting	2	6
9	Frame	4	4

Compared to the previous month there was a .48% increase in repairs/issues reported by users via the bikes on-board keypad. In June, 3.01% of all trips resulted in a user submitted repair request.

Customer Service Reporting

Table 13

Reason For Contact	June Created Cases (Full System)	YTD
Member Inquiries	29	48
Billing	25	59
Account Management	8	27
Bike Issue	5	19
Charges	6	19
General Education	24	51
Operations	9	27
Sign Up	2	6
Hub Request	3	8
Partnerships	8	14
New Program Request	0	0
Total CS Cases Created	119	278

Customer Service Responsiveness (Full System)

Table 14

Time of call/email request	
Avg time to answer	30 seconds
Avg duration of call	4 min 19 sec

Service Levels

Table 15 - Agreed Service Levels for Operations within the Tempe System Area

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	100%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Financial Summary

In June, the average revenue for the full system was \$15.19 per bike and \$2.70 per trip.

Table 16

Revenue Category	Full System	% of Total	Tempe Only
Membership Fees	\$5,539.00	38%	N/A (data only available for full system)
Ride Fees	\$8,826.75	60%	\$3,733
Out of Hub Fees	\$776.00	5%	\$392
Out of System Area Fees	\$20.00	0%	\$20
Rider Bonuses Given	-\$419.00	-3%	\$180
TOTAL	\$14,723		\$3,945.20

*Data has not been audited and is only to be used as an approximation of Gross Revenue

Weather

(Source: www.wunderground.com)

Table 17

June	Trips	Temp. (°F)			Precip. (in)	Events
	Full System	high	low	avg	sum	
1	216	99	78	89	0	
2	273	102	75	89	0	
3	257	107	78	93	0	
4	150	107	82	95	0	
5	164	107	83	95	0	
6	186	107	84	96	0	
7	175	106	82	94	0	
8	204	105	78	92	0	
9	230	106	79	93	0	
10	202	102	78	90	0	
11	230	101	76	89	0	
12	224	93	76	85	0	
13	164	96	69	83	0	
14	167	103	70	87	0	
15	177	108	73	91	0	
16	140	109	76	93	0	
17	166	110	78	94	0	
18	113	112	80	96	0	
19	146	118	84	101	0	
20	124	119	86	103	0	
21	151	117	90	104	0	
22	157	113	91	102	0	
23	140	112	87	100	0	
24	130	116	88	102	0	
25	108	116	93	105	0	
26	158	112	91	102	0	
27	165	110	86	98	0	
28	175	108	84	96	0	
29	191	108	83	96	0	
30	171	109	83	96	0	

